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1. (Amended) A web-based online store having a user interface for enabling a custom configuration of a computer system according to an identification of a user belonging to a prescribed customer set, said online store comprising:

a configurator for configuring a computer system with options selected according to a desired user input, the options and a respective pricing for each option being presented on a configurator web page;

a database for dynamically supplying configuration options to said configurator in accordance with the identification of the user belonging to the prescribed customer set;

a cart for temporarily storing a customer configured computer system and presenting the customer configured computer system on a cart web page, the cart web page further including at least one user selectable cart option; and

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an interactive upsell advisor operatively coupled to said configurator, said database, and said cart for selectively providing an upsell recommendation to said cart as an upgrade now user selectable cart option on the cart web page, the upsell recommendation being selectively provided as a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules, wherein said database dynamically supplies the prescribed upsell business rules to said upsell advisor, said upsell advisor utilizing the dynamically supplied prescribed upsell business rules in selectively providing upsell recommendations to said cart according to a sequencing of recommendations established per the upsell advisor business rules per store, further wherein upon a selection of the upgrade now user selectable cart option, said upsell advisor updates the customer configured computer system configuration per the upsell recommendation and provides an updated price reflecting acceptance of the upsell to the cart webpage.

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4. (AMENDED) The online store of claim 3, wherein a description of the upsell recommendation, the differential price, and the upgrade now user selectable option are each displayed on the cart web page.

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8. (AMENDED) The online store of claim 1, wherein said cart further includes merchandising recommendations for available options and their respective option details, the merchandising recommendations being presented on the cart web page in the event of an unavailability of the upsell recommendation by said upsell advisor, wherein said database dynamically supplies the merchandising recommendations to said cart in accordance with a prescribed customer set.

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10. (AMENDED) A method for enabling a custom configuration of a computer system according to an identification of a user belonging to a prescribed customer set via a user interface of a web-based online store comprising the steps of:

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providing a configurator for configuring a computer system with options selected according to a desired user input, the options and a respective pricing for each option being presented on a configurator web page;

providing a database for dynamically supplying configuration options to the configurator in accordance with the identification of the user belonging to the prescribed customer set;

providing a cart for temporarily storing a customer configured computer system and presenting the customer configured computer system on a cart web page, the cart web page further including at least one user selectable cart option; and

providing an interactive upsell advisor operatively coupled to the configurator, the database, and the cart for selectively providing an upsell recommendation to the cart as an upgrade now user selectable cart option on the cart web page, the upsell

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recommendation being selectively provided as a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules, wherein the database dynamically supplies the prescribed upsell business rules to the upsell advisor, the upsell advisor utilizing the dynamically supplied prescribed upsell business rules in selectively providing upsell recommendations to the cart according to a sequencing of recommendations established per the upsell advisor business rules per store, further wherein upon a selection of the upgrade now user selectable cart option, the upsell advisor updates the customer configured computer system configuration per the upsell recommendation and provides an updated price reflecting acceptance of the upsell to the cart webpage.

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13. (AMENDED) The method of claim 12, wherein a description of the upsell recommendation, the differential price, and the upgrade now user selectable option are each displayed on the cart web page.

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17. (AMENDED) The method of claim 10, wherein the cart further includes merchandising recommendations for available options and their respective option details, the merchandising recommendations being presented on the cart web page in the event of an unavailability of the upsell recommendation by the upsell advisor, wherein the database dynamically supplies the merchandising recommendations to the cart in accordance with a prescribed customer set.